



# **YORK CITY BATHS CLUB**

*Incorporating*

**York City Swimming Club (Founded 1882)**

**York Baths Club (Founded 1937)**

Amalgamated 1951



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## **YCBC Social Media Policy**

### **Introduction**

York City Baths Club is a competitive swimming club operating in a variety of pools in York.

We provide great opportunities for swimmers of all abilities, from swimming lessons within our very own learn to swim scheme, through to competitive swimming training within our squad programme.

The club follows the principles of the Athlete Development Support Pathway model and focuses entirely on the development of the skill in a fun and friendly swimming environment. Swimmers at York City Baths Club compete in a variety of competitions, ranging from Club Championships to International Meets.

Our aim is to teach York to swim and swim fast within a sustainable, high quality environment, which encourages all swimmers to reach their optimum potential through a diverse and effective programme.

Our ambition is to continue to enhance our provision of a center for high performance swimming

### **What**

This Social Media Policy is a policy for how the club will use social media in order to promote and enhance the sporting activities and success achieved by York City Baths Club.

All use of social media will be in accordance with the Swim England regulations as set out in Wavepower (a link to which can be found in the YCBC Policy Pages on the website). This includes the section covering "Photography of Members".

The YCBC Code of Conducts set out the rules for Parents/ Guardians and Swimmers in the use of Social Networking

### **Why**

**Website** [www.yorkcitybathsclub.org.uk](http://www.yorkcitybathsclub.org.uk)

**President**  
Mr J Suddes

**Chairman**  
Mr D Yates

**Honorary Secretary**  
Mrs A Pickup/ Mrs L Robson

**Honorary Treasurer**  
Mrs C Rowson



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YCBC acknowledges the enormous value of social networking to promote our sport and celebrate the achievements and success of the individuals involved. It is a powerful communication tool for bringing together communities with a shared purpose i.e. the pursuit of swimming/ aquatics.

## **When**

YCBC sees the use of social media as an ongoing activity without time constraints subject to it remaining appropriate to the goals and objectives of the club.

## **How**

### *Social Media*

YCBC has the following social media presence a website, Facebook (including the YCBC Sell & Swap group), Instagram and X.

(These sites are commercially operated and each provider has their own specific settings and privacy policy, YCBC does not accept any responsibility or liability for them. Please check the relevant policy very carefully before submitting any personal information to a given site).

The Club will not use or host message boards, forums or blogs.

The Executive Committee will monitor the use of social media and record any updates required or guidance on use at each monthly meeting.

Privacy settings will be locked and only the identified individuals will have access to ensure use only by YCBC for club matters.

### *Parental/ Guardian permissions*

Parental permissions are requested in the YCBC Member Registration Form upon joining the club, including for Photography.

The club requires parental consent to take and use photographs. Parents have a right to refuse agreement to their child being photographed. Permission is requested for:

- Images to be used on Club Website
- Images to be used on Club social networking sites
- Images to be included in press articles, publications & promotional videos
- Photos taken by professional photographer at events
- Filming for training purposes (not applicable to swimming lessons)\*

\* This is only for when children are at the Training Squad stage (not used in Teaching section).

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YCBC coaches will use electronic tablets on occasions to record swimmers in the water and provide them with immediate playback/visual feedback on technique and stroke mechanics.

This helps to embed/improve technique and support the development of the swimmers. It is only used as a feedback mechanism to swimmers and for no other purpose. The footage is stored on SD cards and is not uploaded onto any cloud storage services.

Parents/ Guardians can withdraw consent in writing to the club Welfare Officer [ycbc.welfareofficer@gmail.com](mailto:ycbc.welfareofficer@gmail.com) at any time should they wish to do so.

## *YCBC Branded Kit*

Items of YCBC branded kit are made available for swimmers to wear when representing the Club, or at YCBC or Swim England organised activities.

YCBC branded kit should not be worn when undertaking or promoting any other sport or exercise activity, including any social media posts - YCBC are only responsible for our own activities, and are not in a position to promote, endorse, or imply endorsement of any other activities which are outside our timetable.

## **Where**

Social media will be used to highlight and promote YCBC swimming activities in both the locality of York, throughout the UK and internationally. For example, the teaching section availability in the pools in York, swimming competitions/ meets attended by the club across the UK and representatives of the club attending national or international events.

## **Who**

The YCBC Social Media Coordinator is appointed to produce and monitor the content of the social media sites and applications.

The YCBC Website Coordinator is appointed to produce and monitor the content of the York City Baths Club Website

For reference the relevant rules within the codes of conduct are set out below:

## **York City Baths Club Code of Conduct for Parents/Guardians**

### **Social Networking**

YCBC acknowledges the enormous value of social networking to promote our sport and celebrate the achievements and success of the individuals involved. Social networking refers to

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any interactive website or technology that enables people to communicate and/or share content via the internet.

- We expect all individuals bound by this code to conduct themselves appropriately when using social media to share information related to our sport.
- In particular, social media activity including, but not limited to, postings, blogs, status updates, and tweets: must not contain material which is, or has the potential to be, offensive, aggressive, defamatory, threatening, discriminatory, obscene, profane, harassing, embarrassing, intimidating, sexually explicit, bullying, hateful, racist, sexist or otherwise inappropriate; should respect and maintain the privacy of others; and promote the sport in a positive way.

## **York City Baths Club Code of Conduct for Swimmers**

### **Social Networking**

YCBC acknowledges the enormous value of social networking to promote our sport and celebrate the achievements and success of the individuals involved. Social networking refers to any interactive website or technology that enables people to communicate and/or share content via the internet.

- We expect all individuals bound by this code to conduct themselves appropriately when using social media to share information related to our sport.
- In particular, social media activity including, but not limited to, postings, blogs, status updates, and tweets: must not contain material which is, or has the potential to be, offensive, aggressive or bullying, discriminatory, racist or sexist, embarrassing, obscene or sexually explicit or otherwise inappropriate; should respect and maintain the privacy of others; and promote the sport in a positive way.

### **Assurance**

This policy will be reviewed at appropriate points as deemed required by YCBC's Executive Committee.

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